

# DTV Conversion On-Air Crawl Format

For compliance with FCC Form 388

DAY Monday  
DATE 3/31/08  
STATION WUTV

To meet FCC requirements DTV transition crawls will air 2 times per day Monday through Friday and 3 times per day on Saturday and Sunday at the times described below.

## Daily

Crawl # 1 (Crawl should fall between 5:00am – 5:00pm)

Time Aired 11:45:48 AK MCO Init

Crawl # 2 (Crawl should fall between 5:00pm – 10:35pm)

Time Aired 17:46:40 KK MCO Init

## Saturday & Sunday Only!

Crawl # 3 (Crawl should fall between 10:35pm – 1:00am)

Time Aired \_\_\_\_\_ MCO Init

### Instructions to Run DTV Crawl:

Saturn Switcher Key Source: CG1

The DTV Crawl will be generated by the FX Deko in the Axial Edit Suite. Recall and run the crawl by typing dtv in the command box at the bottom of the screen. Then click the play button to the right of the entry window in the command box. This will clear the program and preview monitors of the FX Deko and recall the text information in the effects window and immediately begin to play the crawl.

### Report: Copy - Projected Rotations for Placed Spots (By Advertiser)

Report pulled at 2:54:07PM on 4/1/2008

Milwaukee (WVTV)

[illegible]

Powered by OSI-Traffic  
<http://www.osi-traffic.com>

Aqua background indicates copy rotation has NOT been assigned for spot.

If a break has a bookend, the time for all the spots in the break will be estimated. It will be computed correctly when the log is locked.

# Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
<b>Station: Milwaukee (WVTV)</b>														
3/3/08	10:27:37AM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Paid Program 10a N/R
3/3/08	6:27:21PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Two And A Half Men 2 N/R
3/3/08	8:50:03PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-Pussycat Dolls Present: Girlicious N/R
3/4/08	10:56:40AM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Andy Griffith Episode: AGR1105- N/R
3/4/08	6:26:54PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Two And A Half Men 2 N/R
3/4/08	6:59:45PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-America's Next Top Model Exposed -encore N/R
3/5/08	10:55:23AM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Andy Griffith Episode: AGR1106- N/R
3/5/08	7:17:12PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-America's Next Top Model N/R
3/5/08	8:49:48PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-Pussycat Dolls Present: Girlicious (encore) N/R
3/8/08	5:01:40PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Movie-Saturday Movie THE FACULTY N/R
3/8/08	8:19:30PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Movie-Saturday Movie 2 MIGHTY JOE YOUNG N/R
3/9/08	1:29:24PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Martin Episode: MAR60- N/R
3/9/08	7:44:22PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-Aliens in America N/R
3/10/08	6:59:30PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-Gossip Girls (encore) N/R
3/10/08	7:46:31PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-Gossip Girls (encore) N/R
3/10/08	10:14:54PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	King of Queens 2 N/R
3/11/08	10:42:52AM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Andy Griffith Episode: AGR1110- N/R
3/11/08	2:58:22PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Andy Griffith 3 Episode: AGR1152- N/R
3/11/08	11:03:21PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Everybody Loves Raymond 2 N/R
3/12/08	3:18:18PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-All of Us N/R

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

Wednesday, April 02, 2008

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Station: Milwaukee (WVTV)

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/12/08	6:25:34PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Two And A Half Men 2 N/R
3/12/08	9:27:17PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Scrubs N/R
3/15/08	7:30:27PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Movie-Saturday Movie 2 THE BEST MAN N/R
3/15/08	9:49:40PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Friends 2 Sat N/R
3/16/08	9:29:10AM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Paid-Kenneth Copeland N/R
3/16/08	11:17:44PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Movie-Sunday Movie 2 N/R
3/17/08	1:48:40PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Law & Order Criminal Intent N/R
3/17/08	6:13:08PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Two And A Half Men 2 N/R
3/17/08	6:53:49PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Two And A Half Men N/R
3/18/08	6:26:35PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Two And A Half Men 2 N/R
3/18/08	8:26:24PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-One Tree Hill N/R
3/18/08	11:49:36PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Friends 2 N/R
3/19/08	10:55:40AM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Andy Griffith Episode: AGRI116- N/R
3/19/08	7:16:36PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-America's Next Top Model N/R
3/19/08	11:04:27PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Everybody Loves Raymond 2 N/R
3/22/08	9:19:45PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Friends Sat N/R
3/22/08	9:46:46PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Friends 2 Sat N/R
3/23/08	3:43:39PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Movie-Sunday Movie MXP: MOST EXTREME PRIMATE N/R
3/23/08	11:37:06PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Movie-Sunday Movie 2 MO' MONEY N/R
3/24/08	9:46:09PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Scrubs 2 N/R
3/24/08	10:14:00PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	King of Queens 2 N/R
3/24/08	11:13:52PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Everybody Loves Raymond 2 N/R

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

Wednesday, April 02, 2008

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Station: Milwaukee (WVTV)

# Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/25/08	8:49:06PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	CW-Reaper (encore) N/R
3/25/08	9:16:54PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Scrubs N/R
3/25/08	10:32:56PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	King of Queens N/R
3/26/08	10:30:57AM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Andy Griffith Episode: AGRI121- N/R
3/26/08	2:46:28PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Andy Griffith 3 Episode: AGRI163- N/R
3/26/08	12:00:11AM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Friends 2 N/R
3/29/08	9:58:49PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Friends 2 Sat N/R
3/29/08	11:49:41PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Cheaters N/R
3/30/08	10:06:29PM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	King of Queens Sun N/R
3/30/08	11:18:22PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Movie-Sunday Movie 2 N/R
3/31/08	11:57:40AM	00:15	DTV153	11502	535337.1.1	\$0.00	SPOT	OK to Bill	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Everybody Loves Raymond N/R
3/31/08	12:57:15PM	00:15	DTV152	11499	535337.1.1	\$0.00	SPOT	OK to Bill	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Judge David Young 2 N/R
3/31/08	6:25:55PM	00:15	DTV151	11491	535337.1.1	\$0.00	SPOT	OK to Bill	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DTV Action Spots	WVTV	Two And A Half Men 2 N/R
Total for: Milwaukee (WVTV)						\$0.00	Total Spots:55							

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

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Station: Milwaukee (WVTV)



## PRODUCTION SERVICES

4041 North 35<sup>th</sup> Street, Milwaukee 53216  
Phone 414-442-7050 Fax 414-874-1899

Client / Product Title: DTV PSA CW18 D#1

Length: :30 Writer: PR Date: 4/1/2008

VIDEO	AUDIO
Technology background with text over stating Analog Broadcast Ends February 17, 2009.	By law, Television stations nationwide must switch their broadcasting from Analog to Digital by February 17, 2009.
Stock Footage of people in home watching TV	If your analog TV is connected to cable, satellite or a telephone company TV service it will not be effected.
Super: Look for ATSC indications on your digital TV Set	If you receive your favorite CW18 programs over the air and do not have a digital TV set you will not be able to view us without a converter box.
Super: FCC form 388 reporting DTV Education crawls is available in the public file for between 9a-5p at 4041 n. 35 <sup>th</sup> st. Milwaukee, WI	For more information about government discounts on digital converter boxes or to learn more about the digital television transition log on to <a href="http://cw18milwaukee.com">cw18milwaukee.com</a> and click the DTV Answers link or call 888-DTV-2009.
Screen Shot web page with cursor pointer	
<a href="http://www.cw18milwaukee.com">www.cw18milwaukee.com</a> <a href="http://www.dtv2009.gov">www.dtv2009.gov</a>	

- The text of the crawl is as follows:

**Hello television fans -READY FOR TV TO GO DIGITAL?**  
Beginning February 17, 2009 the government is changing the way television programs are delivered to your TV. If you don't have cable or satellite service you may not be able to watch TV without a digital converter box. Please call 1-888-DTV-2009 or visit [www.dtv2009.gov](http://www.dtv2009.gov) to find information about government discounts on digital converter boxes and the move to all digital TV!  
1-888-DTV-2009 or [www.dtv2009.gov](http://www.dtv2009.gov).